



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
12:00 p.m. – 1:00 p.m.
Wednesday, August 25, 2021
via Zoom
https://us02web.zoom.us/j/81251821972?pwd=VIZNbUpoM1dTMitYRmZJMnFqZEVWdz09

AGENDA

- I. Approval of Minutes from Wednesday, June 30, 2021 and Wednesday, July 28, 2021 (attached)
II. Reports Conversation – discussion with committee to shift flow of meeting process
III. Virtual Workshops – Mr. Woloson
IV. Recruiting Efforts by Local Businesses/Finger Lakes Hires update – Mr. Woloson and Ms. Freid
V. SkillUp Finger Lakes/Coursera – Mr. Woloson
VI. Discussion: Finger Lakes Hires and WIB Digital Endeavors – Mr. Bekisz
VII. Other Business
VIII. Next Meeting
IX. Adjournment



BRAND ESSENCE
Leader in Collaborative Workforce Solutions

BRAND PERSONALITY
Responsive Innovative Strategic
Resourceful Passionate

BRAND PROMISE
Only FLWIB, Inc. convenes a unique table of stakeholders to identify workforce needs, share intelligence and respond with innovative approaches to improve the economic well-being of the community.

The purpose of the Finger Lakes Workforce Investment Board (FL WIB) is to improve the economic well-being of job seekers and employers in the region by aligning human potential with opportunities in the workplace.